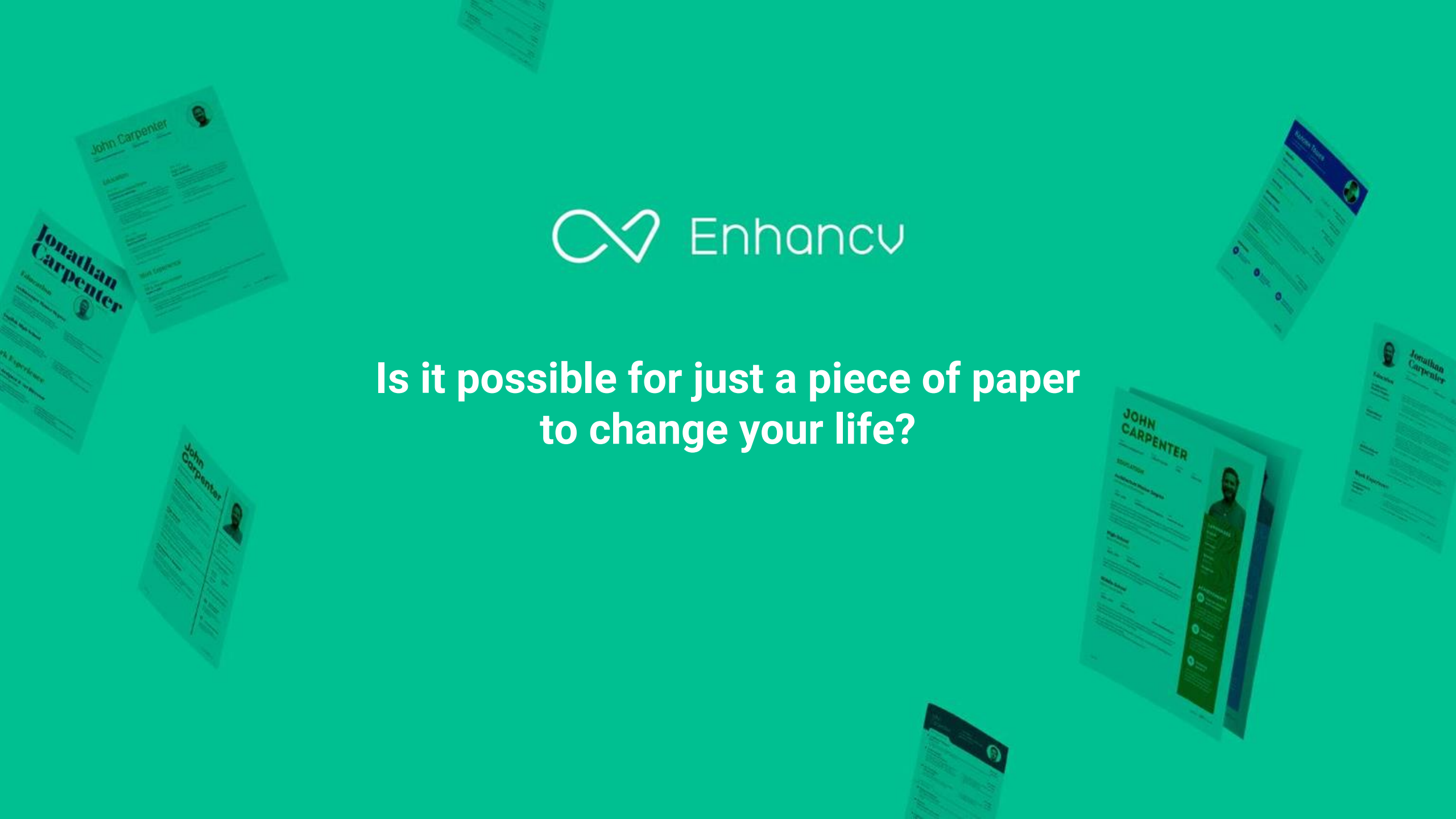




Is it possible for just a piece of paper  
to change your life?



# Tatiana Rehmova

Growth Hacker @ Enhancv

Twitter: @TRehmova

Email: rehmova@enhancv.com



## Education



## Experience



# THIS IS REAL

**Europass Curriculum Vitae**

**Personal information**

First name(s) / Surname(s) **M.Amparo Perona Alfonso**

Address 15-S, Xàtiva Street, 46113 Moncada (Spain)

Telephone(s) +34961438528 Mobile +34663448395

E-mail(s) amparomenut@hotmail.com

Nationality Spanish

Date of birth 24/03/1992

Gender Female

**Desired employment / Occupational field**

**Child-care worker**

**Work experience**

Dates 01/07/2011 - 15/09/2011

Occupation or position held Technician in personal care services

Main activities and responsibilities Aged care

Name and address of employer Santa Teresa de Jornet Street 17, Benet Bosch, 46112 Masamochos (Spain)

Type of business or sector Activities of extraterritorial organisations and bodies

**Education and training**

Dates 15/09/2009 - 22/06/2011

Title of qualification awarded Technician in personal care services

Principal subjects / occupational skills covered

First course:

- Health care
- Home Support
- Psychosocial care and support
- Physical and Psychosocial needs of specific groups.

Second course:

- Hygiene
- Hobbies and leisure

Name and type of organisation providing education and training Falanar (CIFPP) 2, Xiquet de Quart Street, 46930 Quart de Poblet (Spain)

Dates 15/09/2011 - 22/06/2013

Title of qualification awarded Technician in child education

Principal subjects / occupational skills covered

- Training and professional orientation
- Personal autonomy and child health
- Expression and communication
- Didactic education of children
- Cognitive and motor development
- English

Name and type of organisation Falanar (CIFPP)

Page 1 / 2 - Curriculum vitae of M.Amparo Perona Alfonso

For more information on Europass go to <http://europass.cedefop.europa.eu>

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## JOHN DOE

Full Address • City, State, ZIP • Phone Number • E-mail

**OBJECTIVE:** Design apparel print for an innovative retail company

### EDUCATION:

UNIVERSITY OF MINNESOTA City, State  
College of Design May 2011

- Bachelor of Science in Graphic Design
- Cumulative GPA 3.93, Dean's List
- Twin cities Iron Range Scholarship

### WORK EXPERIENCE:

AMERICAN EAGLE City, State  
Sales Associate July 2009 - present

- Collaborated with the store merchandiser creating displays to attract clientele
- Use my trend awareness to assist customers in their shopping experience
- Thoroughly scan every piece of merchandise for inventory control
- Process shipment to increase my product knowledge

PLANET BEACH City, State  
Spa Consultant Aug. 2008 - present

- Sell retail and memberships to meet company sales goals
- Build organizational skills by single handedly running all operating procedures
- Communicate with clients to fulfill their wants and needs
- Attend promotional events to market our services
- Handle cash and deposits during opening and closing
- Received employee of the month award twice

HEARTBREAKER City, State  
Sales Associate May 2008 - Aug. 2008

- Stocked sales floor with fast fashion inventory
- Marked down items allowing me to see unsuccessful merchandise in a retail market
- Offered advice and assistance to each guest

VICTORIA'S SECRET City, State  
Fashion Representative Jan. 2006 - Feb. 2009

- Applied my leadership skills by assisting in the training of coworkers
- Set up mannequins and displays in order to entice future customers
- Provided superior customer service by helping with consumer decisions
- Took seasonal inventory

### VOLUNTEER EXPERIENCE:

TARGET CORPORATION City, State  
Brand Ambassador August 2009

- Represented Periscope Marketing and Target Inc. at a college event
- Engaged University of Minnesota freshman in the Target brand experience

...and it is happening **15 000** times per day... yet **95%** of résumés are being rejected...

## What are you going to hear today:

- Myths, Mistakes & Rules of Résumés
- The Complete Résumé Dissection
- How to write a Cover Letter?

# Myths, Mistakes & Rules

## Jonathan Carpenter

jonathan.carpenter@gmail.com

New York, USA

+359 871 123 573



### Education

① 2002 - Present / Sofia, Bulgaria / [www.enhance.com](http://www.enhance.com)

#### Architecture Master Degree

Studio PLAKAT Ltd.

As a art director I have the incredible opportunity to be part of amazing team. A major stone at my career. The first solo exhibition in 2013 was very important. Was a huge success and I was very happy.

- As a art director I have the incredible opportunity to be part of amazing team.
- A major stone at my career.
- The first solo exhibition in 2013 was very important.

② 2000 - 2004 / London UK / [www.enhance.com](http://www.enhance.com)

#### English High School

Doris - Tenedy

As a art director I have the incredible opportunity to be part of amazing team. A major stone at my career. The first solo exhibition in 2013 was very important. Was a huge success and I was very happy.

- As a art director I have the incredible opportunity to be part of amazing team.
- A major stone at my career.
- The first solo exhibition in 2013 was very important.

### Work Experience

① 2002 - Present / Sofia, Bulgaria / [www.enhance.com](http://www.enhance.com)

#### Graphic designer & Art Director

RIZN Communication Design Studio

As a art director I have the incredible opportunity to be part of amazing team. A major stone at my career. The first solo exhibition in 2013 was very important. Was a huge success and I was very happy.

- As a art director I have the incredible opportunity to be part of amazing team.
- A major stone at my career.
- The first solo exhibition in 2013 was very important.





# What does the word *résumé* really mean?

*“A *résumé* is essentially a document that enables you to **sell** yourself to an employer in the best possible way.”*

Bing

## The 10 myths of a résumé

- “There are certain rules and formats that you **MUST** follow”
- “The résumé is all about **YOU** and it is the **ONLY** way to apply for a job”
- “The résumé is the first step and you need only **ONE** résumé”
- “I don’t have **ANYTHING** to write on my résumé”
- “The résumé should only **CONTAIN** personal info, paid experience, education, skills & languages”
- “Crafting a résumé is a **FAST** and **EASY** job”
- “I will send my résumé where **EVERYONE** else is sending it”
- “I will choose where to send my résumé based on the **SALARY** and **REQUIREMENTS**”
- “My résumé will be **REVIEWED**”
- “It’s **ALL** about the résumé and a good one is **ENOUGH**”

## Top 10 mistakes in résumés:

- Typos
- Lies
- Under or Overestimating yourself
- Stating only responsibilities and no accomplishments
- Not reading the requirements and more about the company
- Trying to put all of “your life” on it
- Formatting
- Experience is only a paid work experience
- Afraid to show your personality
- Not trying to see what the HR will understand from your résumé



## The “Perfect Résumé” is:

- **Performance-based**

*“..focus on the specific results you’ve driven and provide tangible evidence of your skills and accomplishments” ~ Laszlo Bock VP People Operations Google*

- **Human-centric**

*“How I Hire: Focus On Personality” ~ Richard Branson*

- **Short & Concise**

*“If you cannot sell yourself in 2 pages, you won’t be able to do so in 5, either.”*

- **Job-specific**

*“We don’t believe in the “spray and pray” tactic – choose 2-3 companies and apply for them” ~ Enhancv*

- **Natural Heatmap**

*“Make it easier for recruiters to spot the best match for the position without spending hours interviewing the wrong applicants”*

## How to craft my résumé?



**Microsoft Word**  
Crafting a plain &  
simple resume



**New Idea?**  
Try it! 😊



**Resume building  
platforms**  
If you are focused  
on a particular job



**Photoshop &  
Illustrator**  
Good for portfolios



**Enhancv**  
Performance-based  
& Human-centric

Never let someone else write your résumé – the employer will understand it, you will lose your confidence at the interview and most importantly, no one knows you better than yourself.

# The Complete Résumé Dissection



## Personal Info

### Personal Name

• Brian Wilson  
Sales Manager

@ john.silver@hence.com

in linkedin.com/in/john.silver

+1 605 353 1300

@jonathan43

New York, NY



- Pick **one** name and stick with it on all of your social media profiles, résumés and other documents
- Skip your **middle** name
- Be careful writing some of **advanced degrees** together with your name

## Personal Info

Title

Brian Wilson

Sales Manager

@ john.silver@hence.com

+1 605 353 1300

New York, NY

linkedin.com/in/john.silver

@jonathan43



- Look at the résumé title from a recruiter's **perspective**
- What defines you as a professional?
- Don't state that you're **looking for a job**



## Personal Info

Photo

Brian Wilson  
Sales Manager

@ john.silver@hence.com

+1 605 353 1300

New York, NY

linkedin.com/in/john.silver

@jonathan43



- “It’s **illegal** to consider factors like age, race, gender, etc. in hiring decisions.” ~US, but we live in **visual and digital** age now
- A picture is worth a thousand words, so be careful of its **quality** and **professionalism**



## Personal Info

### Email

Brian Wilson  
Sales Manager



@ john.silver@hence.com

+1 605 353 1300

New York, NY

linkedin.com/in/john.silver

@jonathan43

- Your email should be with a **well-known provider**, containing your name **initials**
- Applying with you current **work email** is disrespectful
- Your **university email** is completely fine

## Personal Info

### Phone Number

Brian Wilson  
Sales Manager



@ john.silver@hence.com

+1 605 353 1300

New York, NY

linkedin.com/in/john.silver

@jonathan43

- Recruiters usually prefer to **contact people by phone**, then meet in person. So always provide your mobile number
- Provide a phone **code** before the number especially if you are applying in another country

## Personal Info

### Location

Brian Wilson  
Sales Manager



@ john.silver@hence.com

+1 605 353 1300

New York, NY

linkedin.com/in/john.silver

@jonathan43

- Exclude your **home address** – no one is going to send you a letter
- Normally it is good to include only your **city and country**
- If you haven't still relocated near your desired employer add **"Open to relocate"** next to your location or remove the whole field

## Personal Info

### Links

Brian Wilson  
Sales Manager

@ john.silver@hence.com

in linkedin.com/in/john.silver

+1 605 353 1300

@jonathan43

New York, NY



- Consider **adding links** to your personal website, blog, github or linkedin account, **only if** they are **relevant** and **relative**, put you in a **good light**, and do not go to **dead pages**
- Adding social profiles such as **behance** or **twitter** is good way to show your projects or recent activity on certain topics

# Summary

## SUMMARY

---

When I was 21, I climbed Mount Everest. Not metaphorically — I literally climbed the highest mountain on Earth.

Now, I put that perseverance to work as a senior account manager for Scrabio. I don't have to climb any mountains... but I do have to move them.

---

- The summary statement serves as an introduction to the reader that seeks to answer the question “**Tell me about yourself**” in just a few lines of text
- What **critical problems** are you well positioned to solve?
- What issues, topics, or areas are you most **passionate** about?

# Experience

## Type and Content of Experience

### Management Experience

#### Managing Partner

Hance

📅 Dec 2013 - present

📍 New York, NY

Hance is a web platform that helps top performers land their dream job by creating compelling and visually stunning resumes, personalized to each position they are applying for.

#### 🏆 Team Achievements

- Introduced cross-selling and category-penetration techniques that yield a 20% jump in sales and a 30% increase in profits
- Attracted 22K+ users half of which based in US, out of which 220+ have paid for our premium services
- Managed to build a team of 14 people, 5 of whom full-time and 9 part-time with a burn rate less than €6K/mth
- Raised €100K from "Range Capital"

- Experience can be **paid or unpaid**, an internship or a class project, volunteering positions, or positions held in clubs, etc.
- If the **predominant experience** you have is in Software Development or Sales, then it's a good idea to rename the whole section to Software Development Experience or Sales Experience
- Start with **most relevant one** and if you have a couple of additional positions in other job sector, **group them into other category**



# Experience

## Position, Company / Organization Name and Description

### Management Experience

#### Managing Partner

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- Write **accurate title** of your position describing your role and daily duties.
- Type **the full name** of the company or organization – if there it is an abbreviation, write the full name next to it
- If the company is not well-known, add a **one or two sentence description** of it. You can take it from the **company's website**

# Experience

## Achievements

### Management Experience

---

#### Managing Partner

Hance

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- Raised €100K from "Range Capital"

- Responsibilities don't bring **any valuable information about you** – the recruiter can guess that from the job description
- Provide **the outcomes** of your involvement
- **Quantify** your results to convey the scope and significance of your work
- Mention if you had some **specific role**, whether you worked in a team, etc.
- Craft **concise statements** – not full sentences and **use active verbs**
- Always use **past tense** and keep your bullets in **one format**

# Most Proud of (Your Biggest Achievements)

## Most Proud of

---



### **The 6 startups I mentored**

in the past year, all currently operating, 4 of which managed to raise VC funding



### **Kept on going after 4 failed start-ups**

Having worked on 4 start-ups before taught me a lot and gave me the experience needed to overcome many of my current challenges

- This is **the most important section** of your résumé as it reviews most of your experience, personality and passions
- Think in terms of **personal accomplishments** that you are proud of. Back them up with **concrete facts, numbers, and figures**
- What do you consider as your **greatest life accomplishment** so far? **Why?**
- This is also **the hardest section** of your résumé, so don't give up easily on it! You can also ask your friends for **help**.

# Education

## Major and Degree

Sofia University "St. Kliment Ohridski"

B.A. of Geology & Earth Science

2006 - 2011 Sofia, Bulgaria



Scored 5.75 out of 6.00

on the official state exam ranking in the top 5% of the class

First English Language School

2002 - 2006 Sofia, Bulgaria



Scored 29.87 out of 30.00

on the state exams receiving the highest result among all students, which led to giving a speech on the 1st school day

- Write the **full name of your major**, starting with the degree, or the main subject. Also, use your **university's full name**
- Haven't **earned the degree yet**? Mention it anyway!
- Unless you have a significant and relevant work experience outside of university or a couple of solid semester-long internships, then your "Education" section should **stay at the top of your resume**

# Education

## Time Period, GPA & Accomplishments

Sofia University "St. Kliment Ohridski"

B.A. of Geology & Earth Science

2006 - 2011 Sofia, Bulgaria



Scored 5.75 out of 6.00

on the official state exam ranking in the top 5% of the class

First English Language School

2002 - 2006 Sofia, Bulgaria



Scored 29.87 out of 30.00

on the state exams receiving the highest result among all students, which led to giving a speech on the 1st school day

- In technical fields, employers tend to give a high importance to GPA. If you have a **high one**, definitely include it.
- You can also write a bit about your **personal achievements** at that university/school

# Courses & Certificates

## COURSES

---

Successful Negotiation: Essential Strategies and Skills

-----  
Enhance Your Career and Employability Skills

## CERTIFICATES

---

Adobe photoshop and Adobe illustrator Basic Level

SoftUni Sofia

- Include courses that are **relevant to your objective** to the job requirements and the employer wouldn't otherwise know you've taken them
- If you have a **certification or licensure** (i.e., teaching certification, Engineer in Training, fitness certification, CPR, First Aid, scuba diving, etc.) include a "Certifications" or "Licensure" heading and give this information.



# Technologies / Tech Skills

## Technologies

### Single Page Apps

HTML

CSS

Javascript

ReactJS

AngularJS

## TECH SKILLS

HTML



CSS



- You shouldn't include **every service you're on**, just the ones that best reflect your professional persona
- When assessing your technical skills **do not overestimate yourself** - rate yourself from 1 (beginner) to 10 (a guru master)
- If not mentioned in the job description, think of which are the **most important skills** for that position and include them

# Strengths

## Strengths

---

### Sales

Negotiated in total €210K in financial and material resources from 10+ different organizations

---

### Growth Hacking

Lead the foundations of Enhancv growth team, which got us featured in 50+ international media channels, including Business Insider and Yahoo Finance

---

### Talent Acquisition

Attracted 3 gold medalists from the most prestigious IT competitions in the country and 3 founders of venture-backed start-ups

- Don't sell yourself short by just throwing in flat, **overused words** to describe your talent - use your own words to describe what you are best at.
- More questions: Think of a time when you were successful in a project/job. What **skills did you use** to achieve this? What do you think **others could learn from you**?
- If it's really hard to extract your own strengths, ask ten friends to tell you **3 things that you are really good at** and why they think so

# Languages

## Languages

---

English	Proficient
German	Intermediate
French	Basic
Bulgarian	Native

- Include your **mother tongue**, the languages you have basic understanding of, and the ones you can speak and write fluently
- Be cautious and **do not overstate your abilities** on your resume or job application. During the hiring or interviewing process, you might be evaluated on your language proficiency

# Projects & Activities

## Projects

---

Period: 11/2013 - 12/2013

### Forum for Volunteering DobroForum

My team and I organized a forum where 14 volunteering organizations presented their work and mission. The aim of the event was to share information and enhance co-operation and support between the organizations. Together, they explored key practice and researched salient contemporary issues in social entrepreneurship, focusing on organizational learning.

- Got in touch with the 14 organizations and helped them create their presentations;
- Improved understanding of social entrepreneurship and organizational behaviour; Event management skills; Gained significant insight into volunteering organizations;
- The event was covered by two national TV channels and 4 national newspapers.
- 8 partnerships between the organizations were started at the forum.

- Projects are typically school/university, software, hackathon, freelance or even start-up activities – they say **much about you**
- Include **as many numbers as possible** in this section to illustrate the impact you had or the results you contributed to

# Volunteer & Memberships

## VOLUNTEER

---

### Medic

Red Cross International

📅 02 / 1994 – Ongoing

Monitoring and analyzing corporate processes, expenses and HR's activities in order to optimize their services and ensure sales force efficiency and stuff.

---

### Giving blood as A+

Bulgarian Health Institute

📅 02 / 2003

- List specific skill-building volunteer activities on your résumé.
- For example: managing the budget of a sizable charity or recruiting and training a team, this is **attractive to employers because this experience is applicable to many “business” situations**
- Volunteering shows **initiative and a good use of your time off** (especially if you are a student)

# Passions & Life Philosophy & Quotes

## Passionate about

---



Helping bright people realize their full potential



Rebuilding the Educational System



Raising the living standards in Bulgaria

## Life Philosophy

---

“Impossible is nothing”

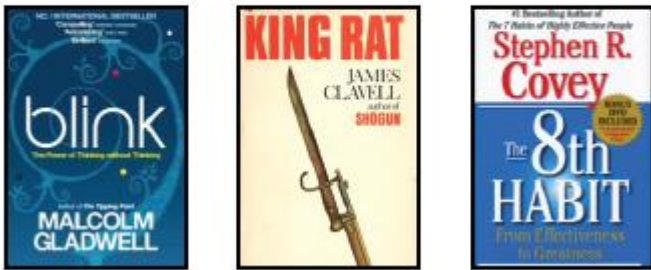
- Try to include **relevant interests** or activities to reflect **initiative**, **discipline**, hard work, and skills, which are **valuable characteristics** to your future employer.
- If you have interests, activities or hobbies that are **very important to you** and that make a statement about who you are, do include them on your résumé
- Mentioning quotes on your résumé could speak more about your **personality**, but keep in mind that it **doesn't prove anything**



# Favourite Piece of Arts

## Favourite Books

---



## Favourite piece of music

---



**Wiener Philharmoniker -  
Bolero**

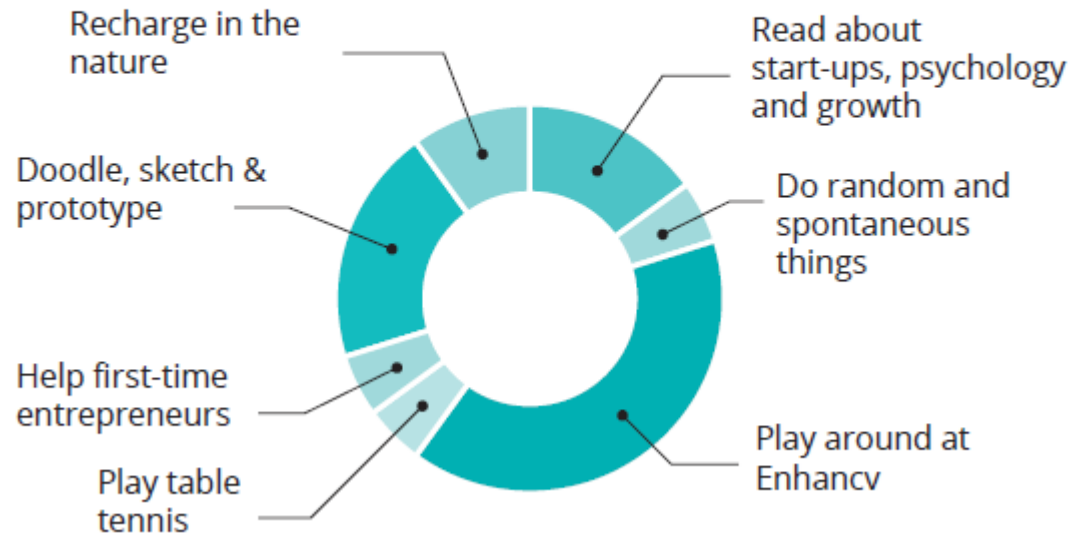
by Gustavo Dudamel

- Arts speak about you **more than you can imagine** – it shows creativity, passion and sense of belonging

# And much more of your true-self 😊

## A Day of my Life

---



## My Secret Sauce

---



### Curiosity

which I believe is the main reason why I communicate easily with all kinds of people and learn new things not only effortlessly but also with pleasure

---



### Optimism

which people say is one of my greatest advantages. I believe it's the main reason why I dream so big - just everything looks so easy and realistic to me. And... It's pretty useful in moments when the shit hits the fan :)

---



### Imagination

that allows me to ignite others about my ideas and help them contribute to enriching and realizing them together - as our joint ideas

## That's almost everything about your résumé, but:

- **Don't try to put yourself in sections that you don't fit into – be creative and add a new one**
- **You can name your resume according to the company you are applying for**  
e.g. Valentina Milanova Microsoft Resume
- **Find the recruiter's mail and send the résumé directly to him (or an insider who can recommend you)**  
You can find it from LinkedIn or Raportative
- **If you're not sure of anything or just want an advice – do not hesitate to ask (or e-mail us)**
- **Smile, you've done a great job 😊**

# How To Write The “Perfect Cover Letter?”

# Rules of a perfect Cover Letter

- **Describe what problem could you solve for the company**
  - Nina from Airbnb (Business Insider)
- **Why this company? Why should they choose you?**
  - Why would you be the best fit for the role?
- **Don't write exactly the same things you wrote in your résumé**
  - Rather show more of your personality, curiosity and interest in the field you want to work in
- **Keep it short**
  - 2-3 paragraphs will be enough. Skip lengthy expositions and jump straight to the “juicy stuff”
- **Always change it**
  - Different for each company you are applying for
- **DO NOT use the following phrase**
  - *“My name is \_\_\_\_ , and I’m applying for the positions of \_\_\_\_.”* They already know this, you will sound inexperienced.



# Tatiana Rehmova

Growth Hacker @ Enhancv

Twitter: @TRehmova

Email: rehmova@enhancv.com

## Thanks! (Any Questions?)